



# DANA ATIYAT

Dubai, UAE

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## DIRECTOR OF HOSPITALITY BUSINESS DEVELOPMENT

Dedicated and highly trusted hospitality professional with a proven track record of over ten years in the sourcing and securing of revenue accretive opportunities and developing critical market intelligence. Renowned motivational and influential collaborator, possessing the diligence, self-perseverance and drive to consistently deliver on goals. Recognized for capacity to manage stakeholders, develop tailored solutions, generate strategic plans, and guide analytic efforts. Builds and maintains lasting relationships, leveraging communication skills in both Arabic and English to converse clearly and diplomatically with individuals from diverse backgrounds and expertise. Out-of-the-box thinker committed to realizing aggressive business goals in fast-paced competitive industries.

## PROFESSIONAL EXPERIENCE

### Development Manager, Middle East and Africa

January 2010 – Present

**Dusit International** Dubai, UAE

*A leading global hotel management company, operating 35 properties (as of July 2020) under five brands, ranging between luxury and upper midscale, within the hotel, resort and serviced residence sectors.*

Reporting directly to the Vice President of Development, mandated to expand the portfolio within target source markets across all brands (Dusit Devarana, Dusit Thani, dusitD2, Dusit Princess and ASAI).

**Progressive Promotions:** Development Analyst - Development Coordinator – Development Manager

**Deal Sourcing:** Establish, nurture and maintain a comprehensive network of key consultants, investors and developers (including C-level executives / Sheikhs / high net-worth individuals); promote Dusit International at regional trade events (AHIC, AHIF, GIOHIS); lead client pitches and presentations and the drafting of RFP responses; maintain and deliver periodic regional market and deal flow updates;

**Deal Evaluation:** Conduct market analysis and field research (evaluation of historical market data, supply and demand projections, positioning of subject property relative to competition, occupancy and rate forecast); collaborate with technical team to review floor plans / layouts to maximize efficiencies and assist in the creation of area programs; where applicable, research residential market in relation to potential demand, positioning and maximizing value creation;

**Financial Projections:** Responsible for MEA feasibility analysis (pro-forma's and deal models, whilst working closely with cross-disciplinary executives to model cash flows and projecting returns); drafting of Development Committee memos; recommending optimum structures within mixed-use projects (including residential components / rental pools), and calculating project NPV and fee income; and

**Deal Signings:** Lead and assist in translating, negotiating and revising redlines on LOI's and HMA's / TCA's / LA's / CSA's; main contributor to Dusit's expansion in the MEA region, concluding an average of three agreements per annum (20 projects between 2013 and 2019, with a projected annual fee income of ~USD 600,000 per project).

### Personal Assistant to the MD, SVP and VP

April 2006 – January 2010

**BAWADI / Member of Dubai Holding** Dubai, UAE

*Directed daily administrative operations and provided staff oversight and leadership, including coordinating diverse duties and complex calendar support whilst ensuring confidentiality and upholding best practices.*

- Performed extensive calendar support and travel / event scheduling for senior executives and relevant correspondences.

- Oversaw onboarding and coordinated provision of position-specific training to employees throughout the company, ensuring consistent communication of best practices and alignment with company policies and values.
- Partnered with recruitment agencies to identify talent requirements and source candidates for all departments.
- Prepared, proofed, and edited official documents and formal correspondences with governmental agencies, embassies & HR, upholding strict confidentiality, rigorous quality standards and brand ethics.
- Developed and distributed Project Charters with close attention to detail and deadlines, partnering with stakeholders to review and ensure project goals and timelines are met.
- Created meeting minutes and generated summary reports of necessary actions and deliverables for departments within the company, monitoring project progress and facilitating collaborative communication.
- Participated in a wide spectrum of industry specific events annually, building and maintaining a broad network of professional connections.
- Developed and implemented innovative processes and procedures to increase administrative efficiencies, including reorganizing the filing and archiving systems and providing guidance and support to staff regarding its use.
- Reviewed and prioritized incoming inquiries, emails, and correspondence for the CEO, identifying actionable items and delegating responsibilities to relevant stakeholders as needed.

**Secretary of Head of Buildings Department****February 2006 – April 2006****Dubai Municipality** Dubai, UAE

*Provided administrative office support including meeting coordination, appointment management, document preparation, and attending and transferring phone calls.*

- Reviewed incoming and outgoing correspondence and other documents, collaborating with departmental leadership to obtain final approval and determine distribution requirements to relevant stakeholders.
- Delivered updates to impacted staff regarding legislative orders and resolutions, and created related filing structure to establish and maintain organized access to pertinent information.
- Determined quarterly meetings schedules, documented minutes and created summaries and monthly reports.
- Performed composition and typing of correspondence and documentation per instructions, and archived relevant data on PC according to standard processes and protocols for record retention.

**Additional Experience** *Personal Financial Officer, Standard Chartered Bank*

## EDUCATION

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**Higher Diploma Banking & Finance 1997-1999****Emirates Institute for Banking & Finance, Sharjah, UAE**

*Accounting, Finance, UAE Law, Advanced English Studies, Corporate Finance, Banking Studies, Economics and Marketing*

## HONORS & AWARDS

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*Service Quality and Excellence – BAWADI LLC*